

JOB POSTING

Position: Coordinator, Advisor Marketing

Reports to: Vice President, Brand & Communications

Job Type: Full-time

About rennie & Our Culture

We are real estate at its thoughtful best. We see real estate as a means to build better communities and improve lives. For more than 40 years, we have been leaders in the field because we consistently put people and relationships first.

Integrated under rennie are Developer Services, Consumer Services, Advisory Services and rennie Museum. Founded on collaboration, we intentionally foster a supportive environment between our inhouse Intelligence, Technology, Conveyance, Finance, Marketing, and Advisor Teams. Together, we are the definition of strength in numbers, and individual success is team success.

We have partnered with developers throughout Western Canada and Washington State to help acquire, plan, design, market and sell some of the region's largest and most successful communities. Integrating market intelligence, strategic perspective, and industry experience, our head office team of 120 and more than 200 Realtors in the field work seamlessly to deliver products and sales to build clients' brands and ensure continued success. Whether our clients are buying a home, selling a home, or building a community, they can depend on rennie and our team of trusted advisors to bring expert knowledge and trusted experience, while delivering exceptional service.

The main office of rennie is headquartered in Vancouver's Chinatown district in the historic renovated Wing Sang building, originally built in 1889. The spectacular space includes an inhouse museum, a rooftop garden with stunning views of the city, and unique collaborative workspaces.

About the Opportunity

As the primary marketing liaison for our 200+ real estate agents, this role is responsible for the onboarding, training and support of these advisors, as well as the execution of advisor campaigns and programs.

What you will be doing:

- Provide personalized marketing strategy consultation and executional support to our team of 200+ real estate agents
- Execute advisor marketing programs to support the growth of their business, including print, media, digital and social tactics.
- Onboard new advisors to the marketing toolkit, platforms and resources
- Troubleshoot and champion the use of marketing programs, platforms and tools
- Educate, monitor and hold advisors accountable to rennie brand standards

- Implement marketing activities that can be applied to multiple situations to maximize scalability, effectiveness and expense. Draw from and build upon existing successful marketing activities.
- Monitor the advisor marketing inbox and respond promptly to requests
- Post brand content to intranet, monitor performance
- Develop strong working relationships in order to leverage specialist resources, cross-functional teams and external partners, as required.
- Stay informed of market competition and areas of strengths, weaknesses and differentiation
- Support other projects, duties and business objectives as required

Desired Skills/Experience:

- Bachelor's degree (B.A./B.S.) in marketing or related field or equivalent
- 2+ years related experience
- Strong client servicing skills and experience
- Experience in developing marketing strategy and executing campaigns
- Commitment to excellence and high standards
- Demonstrated ability to plan and organize projects
- Excellent written and oral communication skills
- Ability to manage priorities and workflow
- Acute attention to detail
- Proven ability to handle multiple projects and meet deadlines
- Ability to deal effectively with a variety of individuals at all organizational levels.
- Creative, flexible, and innovative team player
- Ability to communicate professionally and effectively in person, on the phone, electronically, or through other means to individuals and groups

Compensation and Benefits

- Competitive salary based on experience
- Extended healthcare benefits
- Eligibility for participation in our extensive bonus program based on performance

Note: This is a Vancouver-based office position.

How to Apply: Are you interested in working for an industry leader alongside an amazing team? Please apply here: <https://indeedhi.re/3b5sXc9>. Or send inquiries to careers@rennie.com indicating the position title in the subject line of your email.

We thank all candidates for their interest, however, only select individuals will be contacted.

For more information, please visit: <https://rennie.com/about>